



GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

Professional Services Schedule

Industrial Group: 00CORP

Contract Number: GS-07F-0030Y

Contract Period: October 1, 2011 through September 30, 2021

Ignited

2150 Park Place, Suite 100, El Segundo, CA 90245

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Business Size/Status: Small Business

Price list current through Modification PO-0011, Effective October 01, 2016

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The Internet address for GSA-Advantage!™ is: <http://www.gsadvantage.gov>

Customer Information

1a. **Table of awarded special item numbers (SINS):**

| | |
|--------------|--|
| SIN 541 1 | Advertising Services |
| SIN 541 4A | Market Research and Analysis Services |
| SIN 541 4B | Video/Film Production |
| SIN 541 4C | Exhibit Design and Implementation Services |
| SIN 541 5 | Integrated Marketing Services |
| SIN 541 1000 | Other Direct Costs (ODCs) |

1b. **Lowest Unit Price:** Jr. Staff II at \$59.60 per hour

1c. **Labor Category Descriptions:** Please see page 7

2. **Maximum order:** \$1,000,000

3. **Minimum order:** \$100.00

4. **Geographic coverage:** Domestic Only

5. **Point(s) of Production:** Not Applicable

6. **Discount from List Price:** Prices are shown as net

7. **Quantity Discounts:** None

8. **Prompt Payment Terms:** .5%, 10 Days, Net 30 Days

9a. **Government Purchase Card is accepted at or below micro-purchase threshold.**

9b. **Government Purchase Card is not accepted above the micro-purchase threshold without any additional discount.**

10. **Foreign items:** None

11a. **Time of Delivery:** As Specified on the Task Orders

11b. **Expedited Delivery:** As Specified on the Task Orders

11c. **Overnight and 2-day Delivery:** As Specified on the Task Order

11d. **Urgent Requirement:** As Specified on the Task Orders

12. **F.O.B. Point(s):** Destination

13a. **Ordering Address:** 2150 Park Place, Suite 100, El Segundo, CA 90245

13b. **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.**

CUSTOMER INFORMATION (continued)

14. **Payment Address:** 2150 Park Place, Suite 100, El Segundo, CA 90245
15. **Warranty Provision:** Not Applicable
16. **Export Packing Charges:** Not Applicable
17. **Terms and Conditions of Government Purchase Card Acceptance:** Accept at or below the micro-purchase threshold without any additional discount.
18. **Terms and Conditions of rental, maintenance and repair:** Not Applicable
19. **Terms and Conditions of installation:** Not Applicable
- 20a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not Applicable
- 20b. **Terms and Conditions for any other services:** To be negotiated with ordering agency
21. **List of service and distribution points:** Not Applicable
22. **List of participating dealers:** Not Applicable
23. **Preventive maintenance:** Not Applicable
- 24a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not Applicable
- 24b. **Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at:** www.Section508.gov.
25. **Data Universal Number System (DUNS) Number:** 08-717-7338
26. **Ignited LLC. is registered in the Central Contractor Registration (CCR):** CAGE 4FHA1
27. **Service Contract Act (SCA):** The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Special Item Numbers

SIN 541 1 Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

SIN 541 4A Market Research and Analysis Services

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results

SPECIAL ITEM NUMBERS (continued)

SIN 541 4B Video/Film Production

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

SIN 541 4C Exhibit Design and Implementation Services

Exhibit Design and Implementation Services includes making all necessary arrangements for exhibits in various venues (museums, malls, tradeshow, etc.) may be required. The key components within the category include, but are not limited to:

- Conceptualizing, designing and producing exhibits and their accompanying materials
- Providing and/or making recommendations for carpet and padding installation for exhibit property
- Preview set-up and dismantling of exhibit property
- Cleaning, prepping, and storing exhibit property for future use
- Shipping exhibit property to and from designated site(s)
- Media illumination services

SPECIAL ITEM NUMBERS (continued)

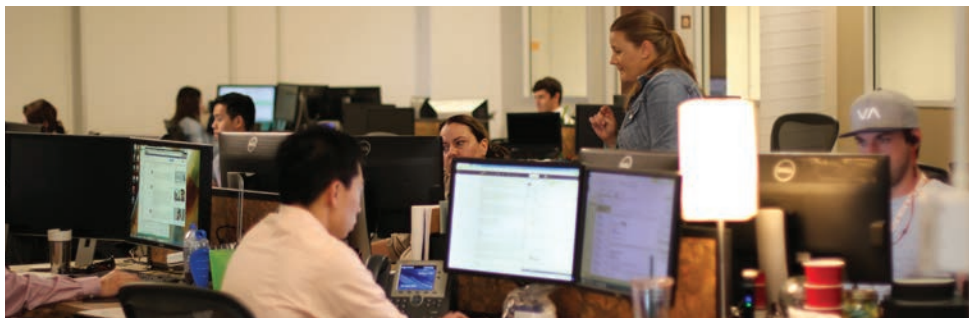
SIN 541 5 Integrated Marketing Services

Integrated Marketing Services will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: **541 1** Advertising, **541 2** Public Relations, **541 3** Web Based Marketing, and **541 4** Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.

NOTE: **SIN 541 5** may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. **SIN 541 5** may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.

SIN 541 1000 Other Direct Costs (ODCs)

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule services.





CREATIVITY

courage

CREATIVITY to the power of courage.

At Ignited, courage isn't just a word. It lives in our hearts, pumps through our veins and propels us to act. It informs every strategy and inspires every piece of creative.

It's our true north in a world with no clear path. It's our filter for authenticity and relevance. Courage is what guides us to create genuine connections with people.

It breaks down barriers and cuts through clutter. It pushes us into new territories, new technologies and new truths. We believe that courage has the power to change everything. But only if you're brave enough to use it.

Ignited's advertising capabilities are comprehensive:

- Strategic Planning
- Media Planning/Buying
- Identity/Branding
- Social Media
- Live Events/Experiential
- Print
- Digital/Interactive
- Kiosk Development
- Television
- Video
- Package Design
- Documentation
- Grassroots Marketing
- Hispanic Marketing
- PSA

We've earned a reputation for advertising solutions built around integration, new technologies, measurement and analytics. Our clients include Activision Blizzard, DTS, Greater Palm Springs CVB, MTV, Sanuk, State of California, Trion Worlds, and the U.S. Army.

Since 2001, Ignited has served as a dedicated marketing partner to the federal government, including the U.S. Securities and Exchange Commission, Library of Congress, Dept. of Veterans Affairs U.S. Paralympics program, U.S. Environmental Protection Agency, U.S. Army Recruiting Command (USAREC), Installation Management Command (IMCOM), Research Development & Engineering Command (RDECOM), West Point (USMA), Office of Economic & Manpower Analysis (OEMA), and the Office of the Assistant Secretary Manpower & Reserve Affairs' (ASA-M&RA) Army Brand Group (ABG) and Army Marketing & Research Group (AMRG).

GSA Labor Categories

Labor Category: **Senior Management**

Education: **Bachelor's Degree**

Years of Experience: **12**

Provides overarching vision and best practices for their department. Provides comprehensive management of multiple client relationships. Evaluates overall performance of company, employees and client deliverables. Responsible for providing overarching strategic counsel for clients. Manages relationships at a senior level. Shows demonstrated management and strategic abilities. Interfaces with senior level staff and clients. Oversees the development of creative strategies for marketing campaigns. Reviews and approves campaigns and projects. Leverages the latest tools and techniques in order to translate data into actionable business recommendations. Drives strategic insights and optimize customer lifecycle management.

Labor Category: **Director**

Education: **Bachelor's Degree**

Years of Experience: **8**

Leads management of programs and provides broad-range vision for the client's product and/or services. Develops, presents and manages the strategic activities of accounts with support from junior staff. Provides guidance, problem solving and evaluation for client accounts. Drives and directs the execution of campaigns and programs. Shapes the communication message and media employed. Establishes new processes and procedures and workflow. Provides overall budget and scheduling direction for all projects. Manages their team in developing, executing, and monitoring campaigns.

Labor Category: **Sr. Manager**

Education: **Bachelor's Degree**

Years of Experience: **7**

Manages the day-to-day activities of accounts with support from junior/mid-level staff. Handles all elements of workflow. Develops creative briefs and manages production or marketing products. Creates budget estimates and develops production schedules. Manages vendors and day-to-day client communications. Provides guidance, problem solving and evaluation to existing accounts. Possesses strong verbal and written communication skills. Develops overall communications strategies and supervises account with support from Director.

Labor Category: **Manager**

Education: **Bachelor's Degree**

Years of Experience: **5**

Manages the day-to-day activities of accounts with support from junior staff. Handles all elements of creative workflow. Develops creative briefs and manages production or marketing products. Creates budget estimates and develops production schedules. Manages vendors and day-to-day client communications. Provides guidance, problem solving and evaluation to existing accounts. Possesses strong verbal and written communication skills. Develops overall communications strategies and supervises account with support from Director.

GSA LABOR CATEGORIES (continued)

Labor Category: **Sr. Staff**

Education: **Bachelor's Degree**

Years of Experience: **4**

Develops knowledge of clients and their respective industries to anticipate client's needs. Develops creative briefs and produces finished recommendations to clients and internal team. Manages all campaign logistics and communications. Possesses basic knowledge of industry trends and innovations. Contributes to the execution of marketing materials. Responsible for the on-going scheduling and completion of all work, as well as resources. Collects, analyzes and interprets data and statistics. Produces regular traffic reports, analyzes trends and works with research tools and other analytics platforms to ensure that KPIs are collated and reported accurately.

Labor Category: **Staff**

Education: **Bachelor's Degree**

Years of Experience: **2**

Develops knowledge of clients and their respective industries to anticipate client's needs. Develops creative briefs and produces finished recommendations to clients and internal team. Manages all campaign logistics and communications. Possesses basic knowledge of industry trends and innovations. Contributes to the execution of marketing materials. Responsible for the on-going scheduling and completion of all work, as well as resources. Collects, analyzes and interprets data and statistics. Produces regular traffic reports, analyzes trends and works with research tools and other analytics platforms to ensure that KPIs are collated and reported accurately.

Labor Category: **Jr. Staff I**

Education: **Bachelor's Degree**

Years of Experience: **1**

Performs administrative duties including gathering information, research, scheduling, reporting, and completion of special projects. Organize the day-to-day account and administrative projects as assigned by staff. Manages clerical duties associated with invoicing, scheduling vendor meetings, campaign coordination and general administrative functions and ensures the flawless execution of approved advertising plans. Assists in generating periodic performance reports as required including managing the approval of custom creative, confirming that campaigns are delivered on schedule. Generates periodic performance reports as required.

Labor Category: **Jr. Staff II**

Education: **High School**

Years of Experience: **1**

Assists in performing administrative tasks, gathers information, conducts research, scheduling, helps in completion of reporting and special projects. Works under the general guidance and supervision of direct supervisor.

GSA LABOR CATEGORIES (continued)

Experience Substitutions:

- An Associate's degree may be substituted for two years of required experience with a H.S. diploma
- Associate degrees + 2 years additional experience equals Bachelor's degree
- Bachelor's degree + 2 years additional experience equals Master's degree

Education Substitutions:

- A Bachelor's degree may be substituted for four years of required experience with a H.S. diploma
- An Associate's degree may be substituted for two years of required experience with a H.S. diploma

GSA Pricing

| GSA Labor Category Title | GSA Hourly Rate |
|--------------------------|-----------------|
| Senior Management | \$229.00 |
| Director | \$166.63 |
| Sr. Manager | \$155.28 |
| Manager | \$145.82 |
| Sr. Staff | \$132.74 |
| Staff | \$108.33 |
| Jr. Staff I | \$83.32 |
| Jr. Staff II | \$59.60 |



GSA PRICING (continued)

| Other Direct Costs (ODC) | Delivery Unit | GSA Price (Not To Exceed) |
|---|----------------------|---------------------------|
| Brochures (pamphlets, booklets, catalogs, postcards) | Brochure | \$109,805.54 |
| Outdoor Billboard | 1 month campaign | \$23,694.71 |
| Mall Poster Advertising | Per Insertion | \$1,370.28 |
| Print Magazine Insertion | Per Insertion | \$55,931.49 |
| Print Newspaper Insertion - Daily Local | Per Insertion | \$2,720.40 |
| Print Newspaper Insertion - Daily Weekly | Per Insertion | \$3,044.68 |
| Cable Television - Local | 1 month campaign | \$13,097.23 |
| Cable Television - Regional | 1 month campaign | \$49,329.97 |
| Cable Television - National | 1 month campaign | \$251,939.14 |
| Spot Radio | Buy Per Media Market | \$16,322.42 |
| Internet Media Insertion - Mass Media | Per Insertion | \$73,775.37 |
| Internet Media Insertion - Targeted Site | Per Insertion | \$24,937.03 |
| Television Production | Per Production | \$302,267.00 |
| Video Production | Per Production | \$85,642.32 |
| Photo Shoot | Per Production | \$160,428.21 |
| Illustration | Per Deliverable | \$17,632.24 |
| Public Service Announcement | Per Spot | \$75,566.75 |
| Market Research | Per Deliverable | \$85,642.32 |
| Postage, Shipping, Handling | Per Month | \$6,776.59 |
| Fulfillment Project (Storage & Shipment of Client Cataloged Items) | Per Month | \$22,759.34 |
| Tradeshow Activation | Per Activation | \$4,250,313.35 |
| Vehicle Demo | Per Event | \$59,577.83 |
| Retail Pop-up | Per Execution | \$108,664.99 |
| Simulator Vehicle | Per Unit | \$272,115.62 |
| Street Team Activation | Per Execution | \$15,113.35 |
| Mobile Tour Program Setup/Tear-Down/1 Operating Day | Per Execution | \$287,225.19 |
| Kiosk Display | Per Unit | \$62,097.67 |

